

### REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. This application has been carefully reviewed in light of the Official Action mailed January 7, 2009. This Reply encompasses a bona fide attempt by Applicant to overcome the rejections raised by the Examiner and to place the present application in a condition for allowance. Accordingly, Applicant respectfully requests reconsideration and favorable action in this case.

### Status of the Claims

Claims 1-60 are pending. Claims 1-36 and 55-60 are allowed. Claims 37-54 were rejected. Claim 37 is amended herein. No new matter is added. No claim is newly added or canceled herein. Thus, claims 1-60 remain pending.

### Rejections under 35 U.S.C. § 101

Claims 37-54 were rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter in light of the new EXAMINATION GUIDELINES FOR COMPUTER-RELATED INVENTIONS. Claim 37 is amended herein to recite "a method executing on hardware," as suggested by the Examiner on page 2 of the Office Action. Additionally, claim 37 is amended herein to recite, among others, "at a control device, retrieving a set of user profiles from an authentication database, wherein each user profile corresponds to a specific user in a set of users, wherein each user profile is retrieved from the authentication database based on user credentials provided by that user in connecting to the control device through a user device associated with that user." Claims 38-54 depend from claim 37. Applicant believes that the amendments to claim 37 presented herein sufficiently overcome the 35 U.S.C. § 101 rejection set forth in the Office Action, thereby placing the application in a condition for allowance. Accordingly, withdrawal of this rejection is respectfully requested.

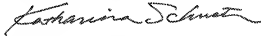
Conclusion

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include any acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of claims 1-60. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

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